

# HOW TO CONDUCT AN ANALYSIS OF YOUR GIRLS GET EQUAL CONTEXT

Once you know WHAT you want to change, you must think about WHO can make that change happen. It's time to map your stakeholders. Who do you need to influence? And who else will you partner with to influence them?

The next step in your Girls Get Equal campaign is to understand and map out two main things: STAKEHOLDERS and SYSTEMS that have power over that issue.

## STAKEHOLDERS

Identify the key actors in your context who have power over your issue or are affected by it – including key organisations, networks, activists, decision-makers, political parties media bodies, private companies etc. Are they opponents or supporters of your Girls Get Equal campaign issues?

To map out WHO you should focus your energy on (who do you want to influence or partner with to achieve your Girls Get Equal campaign?), try this simple activity.

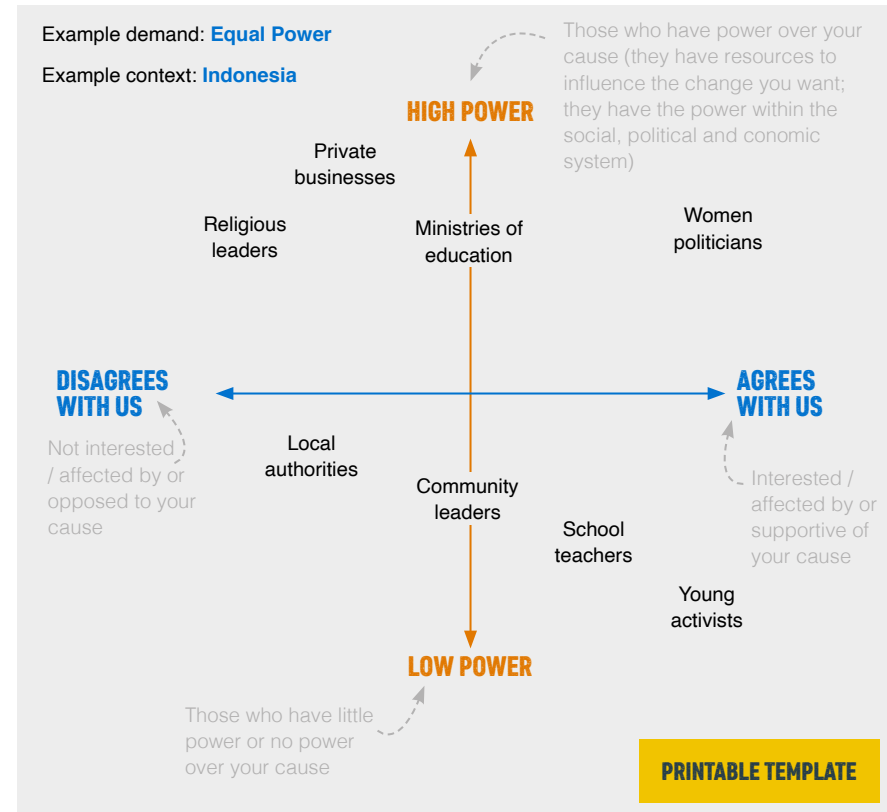
### REMEMBER

As you go through these activities, keep in mind:

1. Which Girls Get Equal campaign demand will you focus on?
2. What is your vision and objectives?

## ACTIVITY 1: STAKEHOLDER MAPPING

Plot who has a stake in your Girls Get Equal campaign.



Now that you've identified your stakeholders, see how they fit into the activity table below to determine which stakeholders you will focus your energy and resources on and what strategy you can use for how you might target them.

## ACTIVITY 2: WHICH STAKEHOLDERS WILL YOU TARGET AND HOW?

	AGREES WITH US	DISAGREES WITH US
HIGH POWER	<p><b>STRATEGY: INFLUENCE</b></p> <p>Consult them directly or speak to experts/ research to discover what influences their decision-making. Lobby this group to make decisions that support your campaign.</p> <p><i>Examples: policy-makers, local-decision makers, private companies, media</i></p>	<p><b>STRATEGY: SATISFY</b></p> <p>It can take a lot of resource and energy to engage with this group. Sometimes, it can be very strategic to directly influence this group. Sometimes, it might be too risky or not worthwhile. Research the position of these stakeholders as your campaign progresses.</p> <p><i>Examples: religious institutions, some media, some NGOs</i></p>
LOW POWER	<p><b>STRATEGY: COLLABORATE, CONSULT AND INVOLVE</b></p> <p>Those who are the most affected by what your campaign is trying to change will be in this category. This is your target group to organise or mobilise for people power!</p> <p><i>Examples: Girls and young women in your local community, fellow activists, schools/ teachers</i></p>	<p><b>STRATEGY: MONITOR</b></p> <p>It's probably not worth your energy and time to target this group. They're not interested and they have no power to influence your issue. This is a low priority group. Nonetheless, you should monitor their position and ability to impact your campaign periodically. You could involve if they add value and if you have the extra resources/time to do so.</p> <p><i>Examples: local businesses affected by your campaign</i></p>

**PRINTABLE TEMPLATE**

## HELPFUL TOOLS

### Click on these tools to guide your stakeholder analysis:

- Stakeholder analysis or visit: <https://bit.ly/2UwyC01>
- Power mapping or visit: [beautifulrising.org/tool/power-mapping](https://beautifulrising.org/tool/power-mapping)
- Peel the onion or visit: [beautifulrising.org/tool/peel-the-onion](https://beautifulrising.org/tool/peel-the-onion)
- Spectrum of allies or visit: [beautifulrising.org/tool/spectrum-of-allies](https://beautifulrising.org/tool/spectrum-of-allies)



## SYSTEMS

You will also need to analyse Political, Economic, Social/cultural/religious, Technological, Legal and Environmental (or PESTLE) factors that have influence in your context. This includes trends, social, cultural or religious barriers/enablers, policy and legal frameworks, and opportunities or challenges to advance your Girls Get Equal campaign in your specific context.

### Use these tools to guide your systems analysis:

- PESTLE Tool by UN Women or visit: <https://bit.ly/2Js2S65>
- Problem Tree Analysis by WeRise ([werise-toolkit.org](http://werise-toolkit.org)) or visit: <https://bit.ly/2UPTnCQ>
- Systems Mapping Tool by MobLab ([mobilisationlab.org](http://mobilisationlab.org)) or visit: <https://bit.ly/2JrSr2e>

### Here are some more really useful tools by Beautiful Rising ([beautifulrising.org](http://beautifulrising.org)):

- SWOT analysis or visit: [beautifulrising.org/tool/swot](http://beautifulrising.org/tool/swot)
- Pillar of power or visit: [beautifulrising.org/tool/pillars-of-power](http://beautifulrising.org/tool/pillars-of-power)
- Points of intervention or visit: [beautifulrising.org/tool/points-of-intervention](http://beautifulrising.org/tool/points-of-intervention)
- Click here to see Beautiful Rising's big picture ideas that help us understand the world. Or visit: [beautifulrising.org/type/theory](http://beautifulrising.org/type/theory)

